

CLAIMS

What is claimed is:

- 1 1. A method for evaluating a success of a promotion utilizing a network-based
2 supply chain management framework, comprising:
3 a) receiving data from a plurality of stores of a supply chain utilizing a network, the
4 data relating to the sale of goods by the stores;
5 b) identifying a time frame of a plurality of past promotions;
6 c) analyzing the data for each of the past promotions utilizing the associated time
7 frame; and
8 d) comparing the analysis of the past promotions.
- 1 2. The method of claim 1, wherein the stores include restaurants.
- 1 3. The method of claim 1, wherein the past promotions are ranked.
- 1 4. The method of claim 1, wherein the comparison is displayed utilizing a network-
2 based interface.
- 1 5. The method of claim 1, wherein the time frame includes a start date and a finish
2 date.
- 1 6. The method of claim 1, wherein the data includes an amount of revenue
2 associated with the sale of the goods.
- 1 7. A system for evaluating a success of a promotion utilizing a network-based
2 supply chain management framework, comprising:
3 a) logic for receiving data from a plurality of stores of a supply chain utilizing a
4 network, the data relating to the sale of goods by the stores;

- 5 b) logic for identifying a time frame of a plurality of past promotions;
- 6 c) logic for analyzing the data for each of the past promotions utilizing the
- 7 associated time frame; and
- 8 d) logic for comparing the analysis of the past promotions.

1 8. The system of claim 7, wherein the stores include restaurants.

1 9. The system of claim 7, wherein the past promotions are ranked.

1 10. The system of claim 7, wherein the comparison is displayed utilizing a network-

2 based interface.

1 11. The system of claim 7, wherein the time frame includes a start date and a finish

2 date.

1 12. The system of claim 7, wherein the data includes an amount of revenue associated

2 with the sale of the goods.

1 13. A computer program product for evaluating a success of a promotion utilizing a

2 network-based supply chain management framework, comprising:

- 3 a) computer code for receiving data from a plurality of stores of a supply chain
- 4 utilizing a network, the data relating to the sale of goods by the stores;
- 5 b) computer code for identifying a time frame of a plurality of past promotions;
- 6 c) computer code for analyzing the data for each of the past promotions utilizing the
- 7 associated time frame; and
- 8 d) computer code for comparing the analysis of the past promotions.

1 14. The computer program product of claim 13, wherein the stores include

2 restaurants.

- 1 15. The computer program product of claim 13, wherein the past promotions are
2 ranked.
- 1 16. The computer program product of claim 13, wherein the comparison is displayed
2 utilizing a network-based interface.
- 1 17. The computer program product of claim 13, wherein the time frame includes a
2 start date and a finish date.
- 1 18. The computer program product of claim 13, wherein the data includes an amount
2 of revenue associated with the sale of the goods.

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